

What is MyLakeTown.com

MyLakeTown.com is the only online tool specifically built to give Lake Associations the things they've been wanting forever: A beautiful, easy to use, personalized website for their own Lake Association, helpful tools for the day-to-day of working as a board member, and a place that visibly increases the value of a Lake Association membership for homeowners.

Make Your Administrative Work Easier

Disguised as a beautifully designed website with all the bells and whistles, MyLakeTown.com is a set of tools for Lake Association Boards to help manage administrative duties, like collecting dues, contacting members and communicating the latest news. It's built to save time and reduce costs.

Generate Revenue with Business Memberships

MyLakeTown.com creates a unique opportunity for Lake Associations to raise revenue simply by including the local businesses that are part of your lake community.

Your Association can offer business memberships – basic and premium – to local businesses that have served your homeowners for years. Local restaurants, realtors, markets, propane dealers and so many more retailers and service providers are eager to show their support of the Lake.

MyLakeTown.com supports the entire program and your Association will earn 20% of all revenues from business memberships on an ongoing basis. This can produce thousands of extra dollars to support and enhance the Association's initiatives.

THE *Future* OF YOUR LAKE COMMUNITY.

Key Benefits for Association Boards

- A beautiful, professionally developed website for your lake association
- Collect and track member dues
- Membership data management
- On-line document storage
- Quickly and easily communicate with members
- Lost and found
- Maintain visibility of the Association's work to all homeowners
- Easily update and use the site
- Save time and reduce administrative and mailing costs
- Increase membership
- Increase revenue
- Stitch community members closer together

Key Benefits for Lake Homeowners

- Quickly find information on lake conditions, news and events
- Personalized, custom profiles for each person in the house
- Easy event scheduling for gatherings with friends and family
- Secure online dues payment
- Classified ads for lake related items listed by association members
- Access to local businesses
- Coupons to local business and services
- A year-round connection with the lake community



MY *LakeTown*.COM

What is MyLakeTown.com?

My Lake Town is your own personalized Lake Association Website - and so much more.

With MyLakeTown.com, your Lake Association Board can save time, reduce costs, and increase revenues. It can simplify administrative duties, like collecting dues, contacting members and communicating the latest news.

For lake association members, MyLakeTown.com enhances life at the lake – even when they aren't there. Members can easily get information on lake weather, news and events, connect with their neighbors, and find the resources they need to take care of their Lake Houses.

MyLakeTown.com makes membership in the Lake Association a must have. By stitching the community together and adding immeasurable value to membership, it is **the** tool for increasing membership.

THE *Future* OF YOUR LAKE COMMUNITY.

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